



# MARKETING PLAN

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# CANOVACCIO

## Short brief



**GOALS**



**TARGET AUDIENCE**



**SOCIAL PRESENCE**



**WEBSITE AUDIT**

# GOALS

# Goals' selection

The main goal of CocktailClub is **increase the sales** on their e-commerce, but since the brand is new on the market (isn't too much know), I think the first goal to reach is **increase the brand awareness**,

That goal could be reached with the **creation of quality content on social**

**media** like:

- Instagram
- Facebook
- Youtube
- Pinterest
- Tiktok

, and with **paid online advertising**.

**AWARENESS**



**SALE**



TARGET

# Find the right target audience

If you want to increase the sales, **you have to figure out who exactly is your primary target audience**, what they want, what matters to them, and what are the sources of friction for them. If you say your website target audience is “pretty much everybody” or “anyone interested in my services,” you don’t have much of a chance to boost conversions.

Traditionally, defining a target audience involves determining their age, gender, geographic locations, and their needs.

**If you have paying customers, the best thing you can do is to survey them.** What you want is to get in the heads of your customers to learn why and how they buy.

An helpful thing is to create a buyer persona, the identikit of the ideal customer.

But why is important know your target?

Because **once you know what they prefer, what they need ..., you can create a specific strategy.**

Having a good understanding of your target and matching your message to what they want to hear, makes any part of your strategy much more effective.

# WEBSITE AUDIT

# Heuristic Analysis

To establish if CocktailClub website satisfies the requisite of usability and functionality, I analyzed it according to some of Heuristic Rules **by Jakob Nielsen**.

## ● Visibility of system status

The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

### PRO

#### DESKTOP AND MOBILE

- When you hover the cursor over a CTA ( like 'Shop Now' or 'Add to Basket') it changes color.
- When you click on 'Add to Basket', the system shows you a gear symbol, and after a few seconds, a ok symbol.

#### DESKTOP

- Also when you hover on the navbar's links, the color change.



These indicators communicate that the system is working, and reduce uncertainty – preventing users from, say, tapping the same button multiple times because they weren't sure if the first time worked.

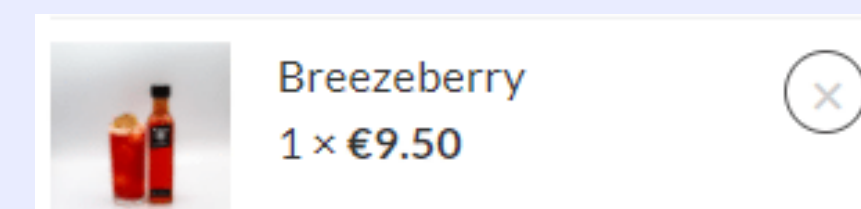
## ● User control and freedom

Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.

### PRO

#### DESKTOP E MOBILE

- Possibility of increase or decrease the quantity of product ordered.
- Possibility of remove products from the basket (through a cross symbol).



### CONS

#### DESKTOP E MOBILE

- Absence of breadcrumb in all product pages. (that deprive the user about the possibility of understand immediately where he is, and also without it it is not possible to reduce the actions required to reach specific pages.)



## ● Consistency and standards

A system or a product should never ever confuse the users by using different words, actions, design, or situations to derive the same meaning.

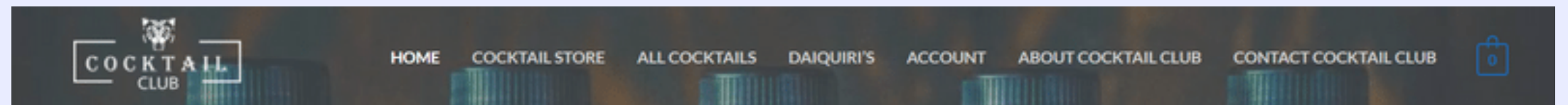
### PRO

#### DESKTOP AND MOBILE

- Logo on the top left; cart on the top right.

### MOBILE

- Presence of an hamburger menu

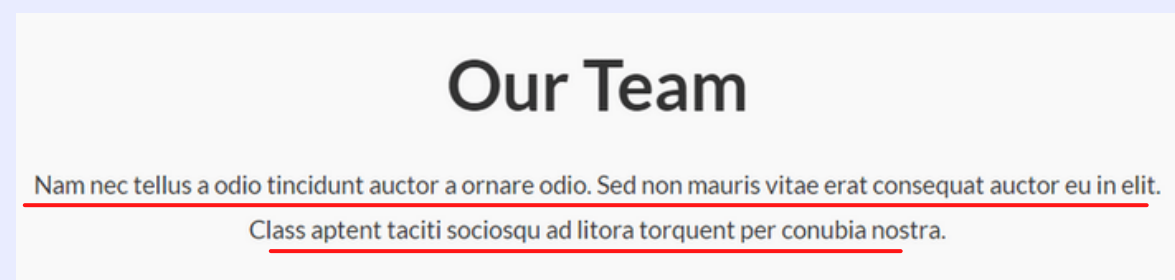


Logo on Top leftL cart top right

### CONS

#### DESKTOP E MOBILE

- Presence of wrong and incomprehensible text, which is going to worry the customer.
- Lack of 'Sign Up' form, which made impossible to login.
- Different links' name in footer section



Incomprehensible text

A screenshot of a login form. It has a title 'Login'. Below it are two input fields: 'Username or email address \*' with the value 'dennis.deluca02@gmail.com' and 'Password \*'. Below the password field is a checkbox labeled 'Remember me'. At the bottom of the form is a 'Log in' button. Below the button is a link that says 'Lost your password?'.

No Sign up Form

## ● Aesthetic and minimalist design

A system or a product should never ever confuse the users by using different words, actions, design, or situations to derive the same meaning.

### PRO

#### DESKTOP AND MOBILE

- Logo on the top left; cart on the top right.

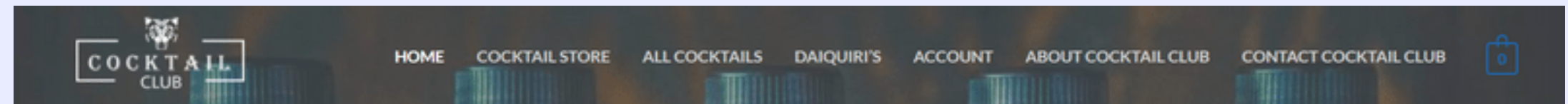
#### MOBILE

- Presence of an hamburger menu

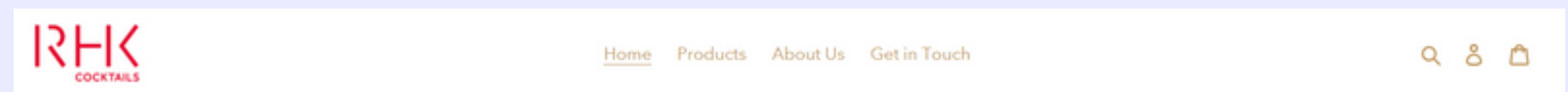
### CONS

#### DESKTOP E MOBILE

- Tangled navigation bar, with too much links.  
(see on right)
- No use of bullet point



*Tangled navigation bar*



*Competitor navigation bar: simple and minimal*

## ● Help and documentation

### PRO

#### DESKTOP AND MOBILE

- Live Messenger chat
- Presence of phone number

### CONS

#### DESKTOP E MOBILE

- No FAQ page.
- No customer reviews.
- No Privacy page.

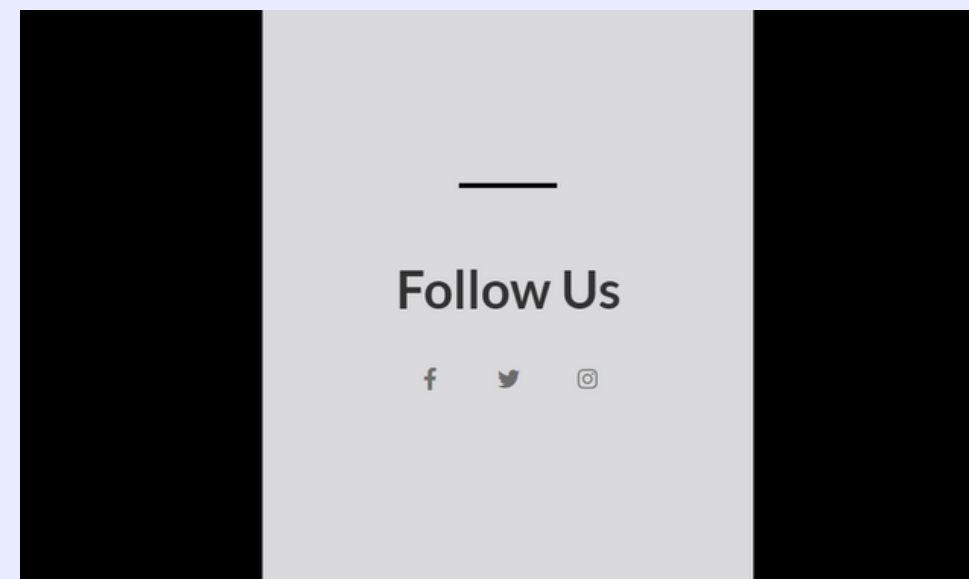
## ● Error prevention

### PRO

### CONS

#### DESKTOP E MOBILE

- In the footer sections 'Our Products' and 'Useful Pages' , all links are broken.
- In 'About Cocktail Club' page, socials' links are broken.



*Social Linkks are broken*

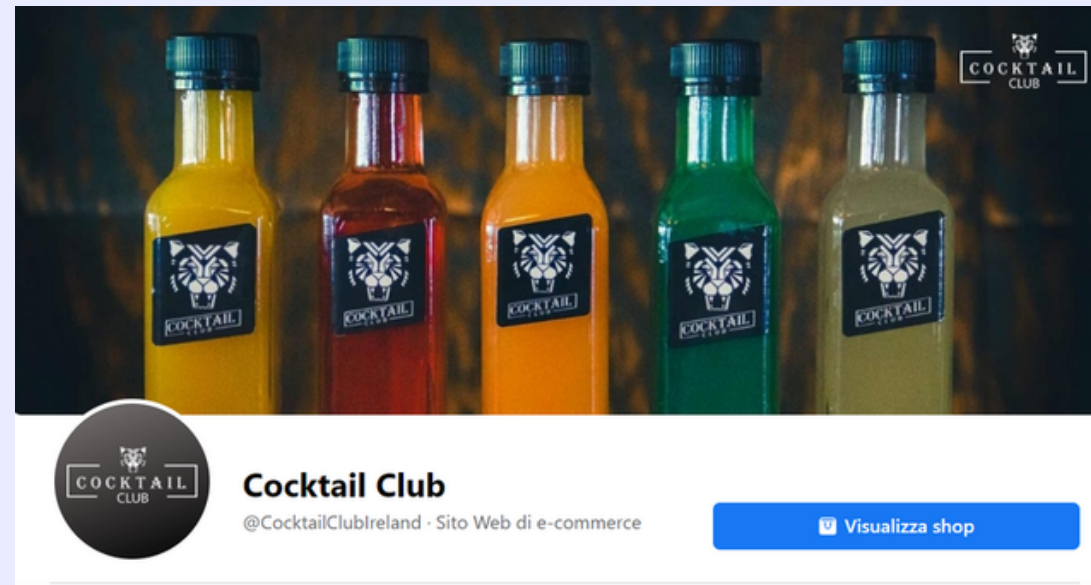
# Observations

**The website isn't in a good status.**

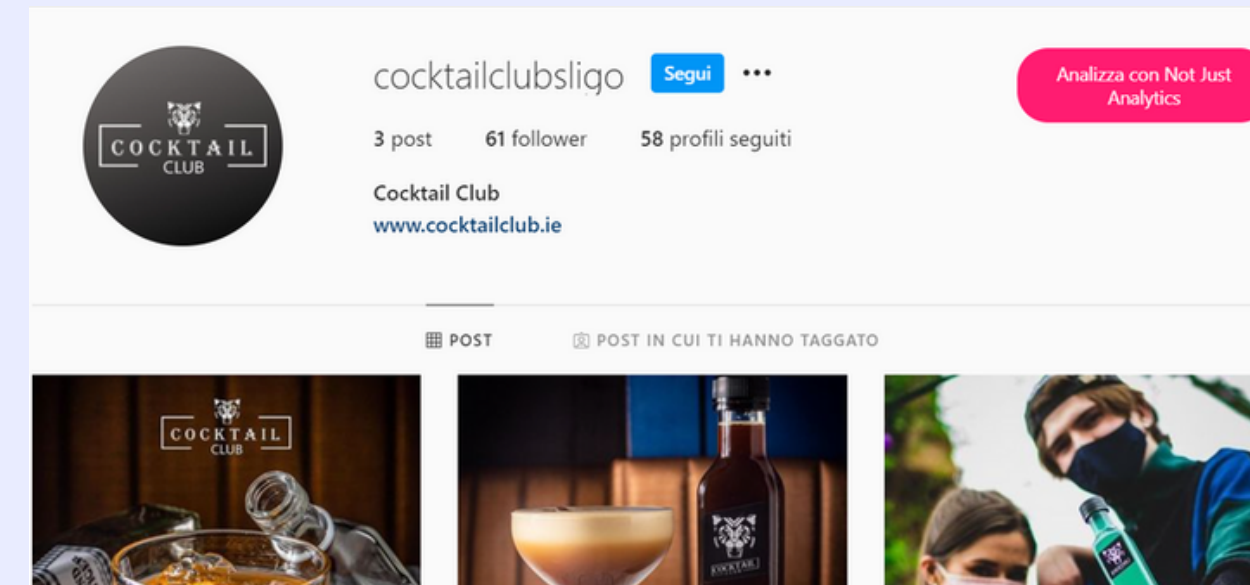
I think the first thing to do is fix it, even before starting with the social growth strategy, because all the business spin around the ecommerce.

# SOCIAL PRESENCE

# Facebook



# Instagram



**CocktailClub's social presence is not well developed.**

Its pages are 'dead', in terms of engaging and in terms of posts.

To reach the brand's goals, and properly to increase the brand awareness,  
**you have to start with social media.**


# Page informations

While in Facebook the Information's section is complete, **in Instagram the bio is completely missing.**


And that is a great mistake.


## Informazioni

[Mostra tutto](#)

 Missing that special cocktail experience? Let us take care of that for you with our cocktail delivery service

The Blind Tiger multi-award-winning Cocktail Bar brings you a new and exciting Cocktail Club. **Mostra meno**

 307 persone hanno messo "Mi piace" a questa Pagina

 333 persone seguono questa Pagina

 <http://www.cocktailclub.ie/>

 [Invia un messaggio](#)

 [hello@cocktailclub.ie](mailto:hello@cocktailclub.ie)



cocktailclubsligo

[Segui](#)



3 post

61 follower

58 profili seguiti

Cocktail Club

[www.cocktailclub.ie](http://www.cocktailclub.ie)

Your Instagram bio is your business card, portfolio, and website home page all wrapped up into one, is one of the best ways to convert Instagram visitors into followers..



# Instagram Bio



Let's take a look at one of the competitor.  
An user that enter in their page, have got all the information that he needs.



# Social contents



Talking about contents, I think that **the best thing to do for have new customers** (or follower if we talk in social's terms) **is impress them**, starting by 'strange' and uncommon contents, which are not so easy to be see in other pages.

These illustration that I did are an example.

# Social growth strategy

## (organic)

Example of organic strategies are:

- **Follow people** which follow competitors' pages;
- Use **hashtags** in Instagram Posts;
- Do **online contests**;
- Try to **go viral** through Tiktok and Reels;
- Stimulate customer to share the brand;
- Provide **valuable contents** (contents that teaches, inspires or answers pain points).

# Social growth strategy

## (paid)

Where organic posts sit and wait to gain traction, **paid posts are guaranteed to be seen depending on how much money you put behind them and how you set it up.**

Paid advertising is good also because Facebook Ads, Google Ads, Youtube Ads allows us to target specific users, by their interest, age, where they live...